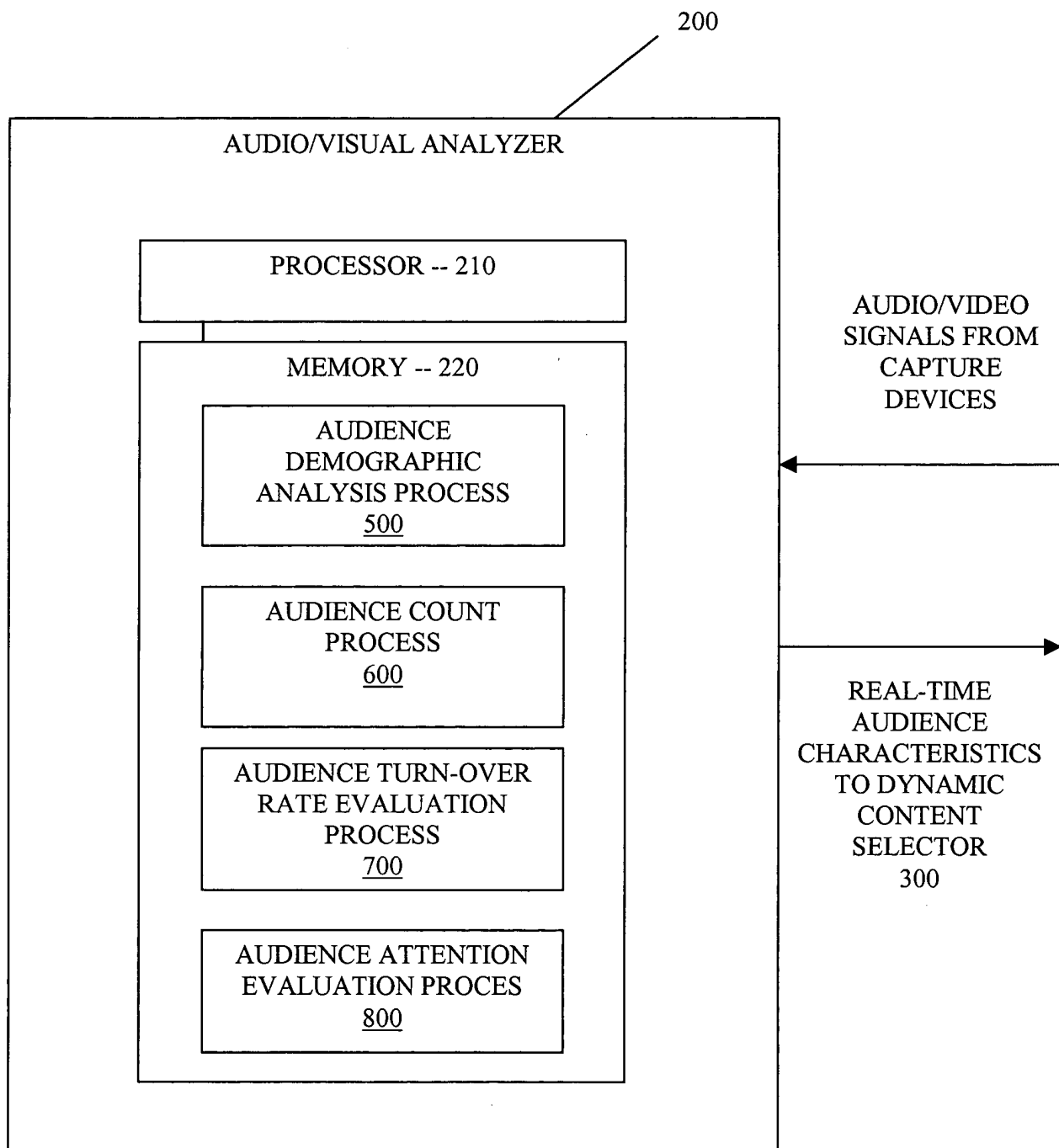


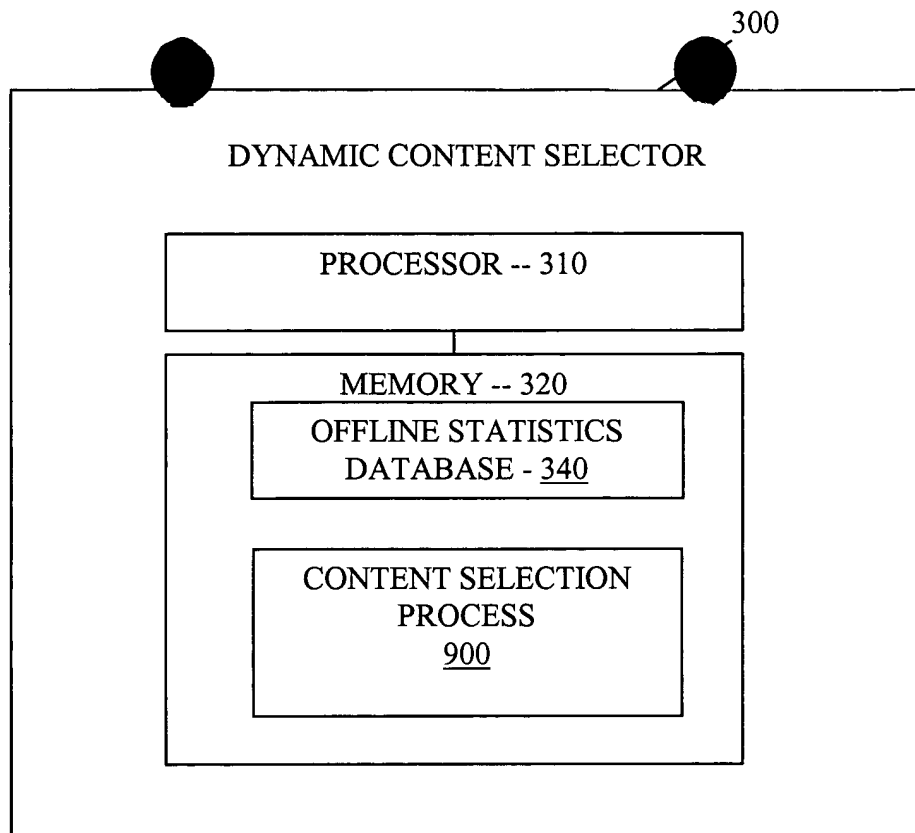
FIG. 1

096035 11 0600



**FIG. 2**

00/290" 2E5E0960



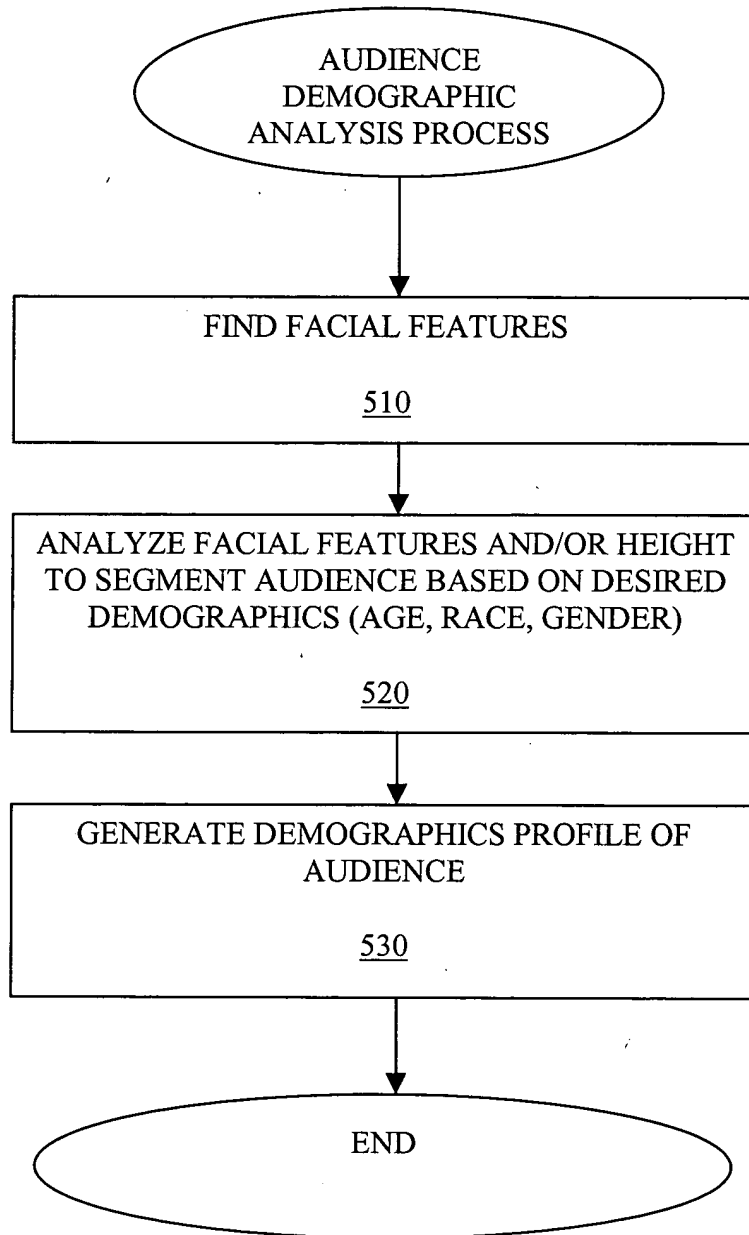
**FIG. 3**

CONTENT DATABASE -- 400

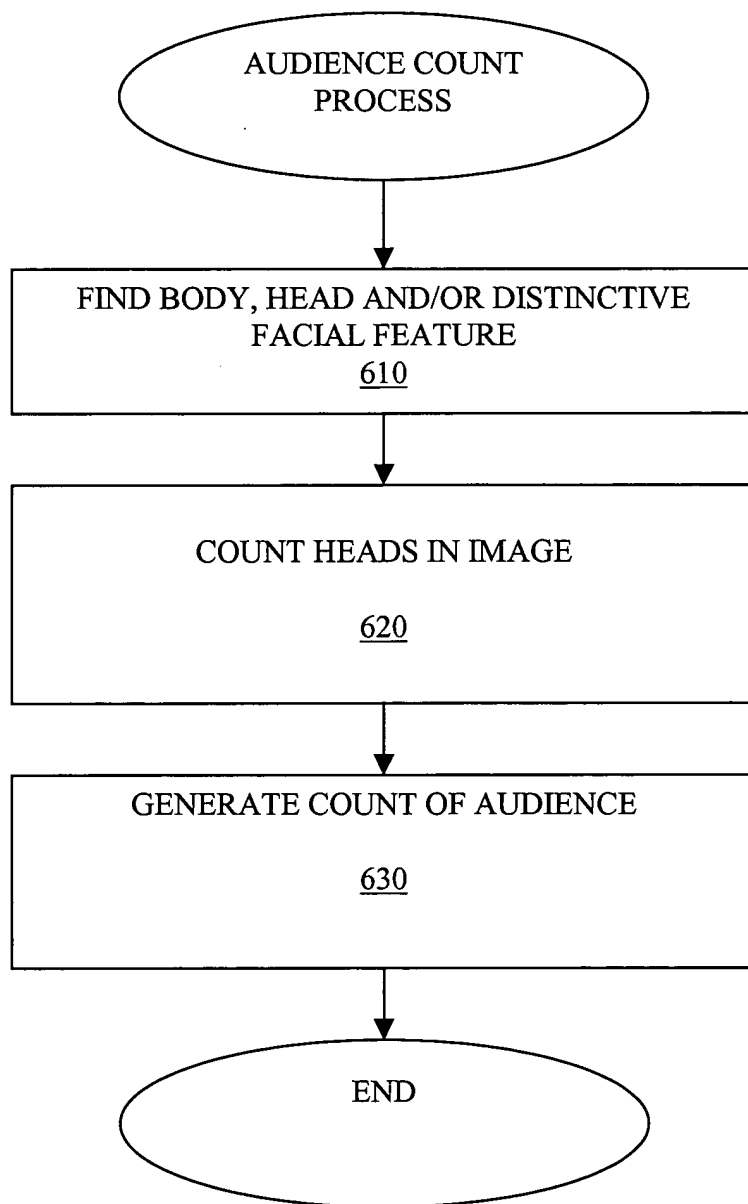
	CONTENT IDENTIFIER	BRIEF DESCRIPTION	TARGET AUDIENCE	LENGTH
	<u>430</u>	<u>440</u>	<u>450</u>	<u>460</u>
405	AD1	CANADIAN TOURISM BOARD AD	CANADIAN TOURISTS	5 MINUTES
410	NEWS2	SPORTS UPDATE	MEN	30 MINUTES
415	AD6	RESTAURANT ADVERTISEMENT	GENERAL	30 SECONDS
....				
420	AD5	TOY STORE AD	CHILDREN	1 MINUTE

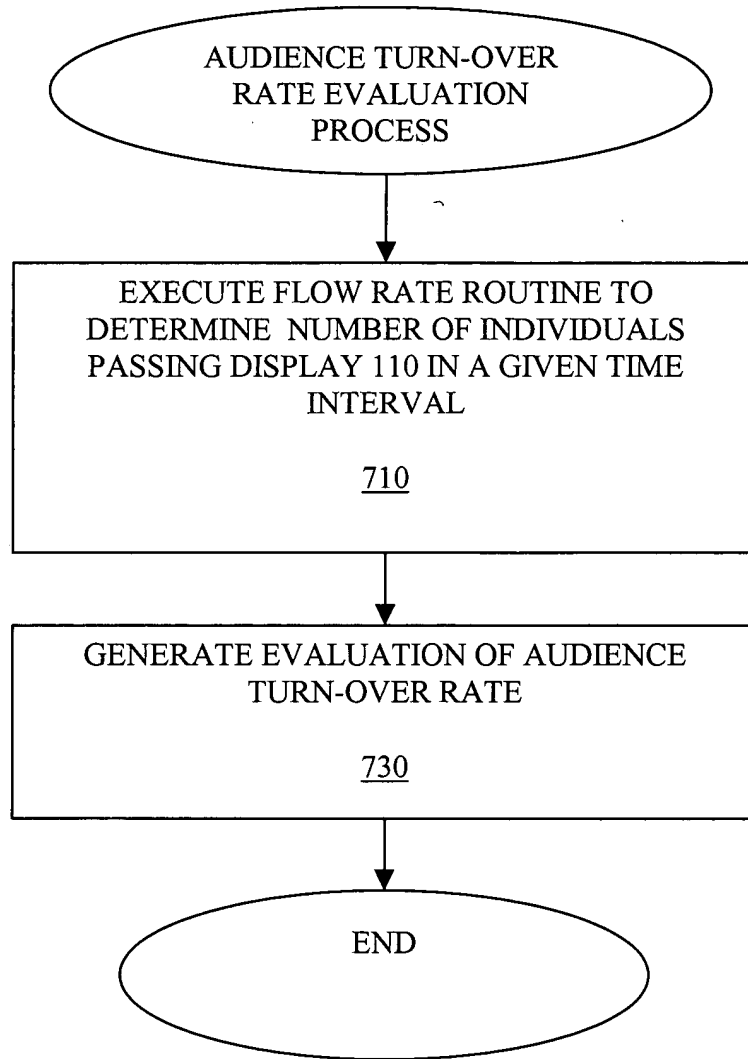
**FIG. 4**

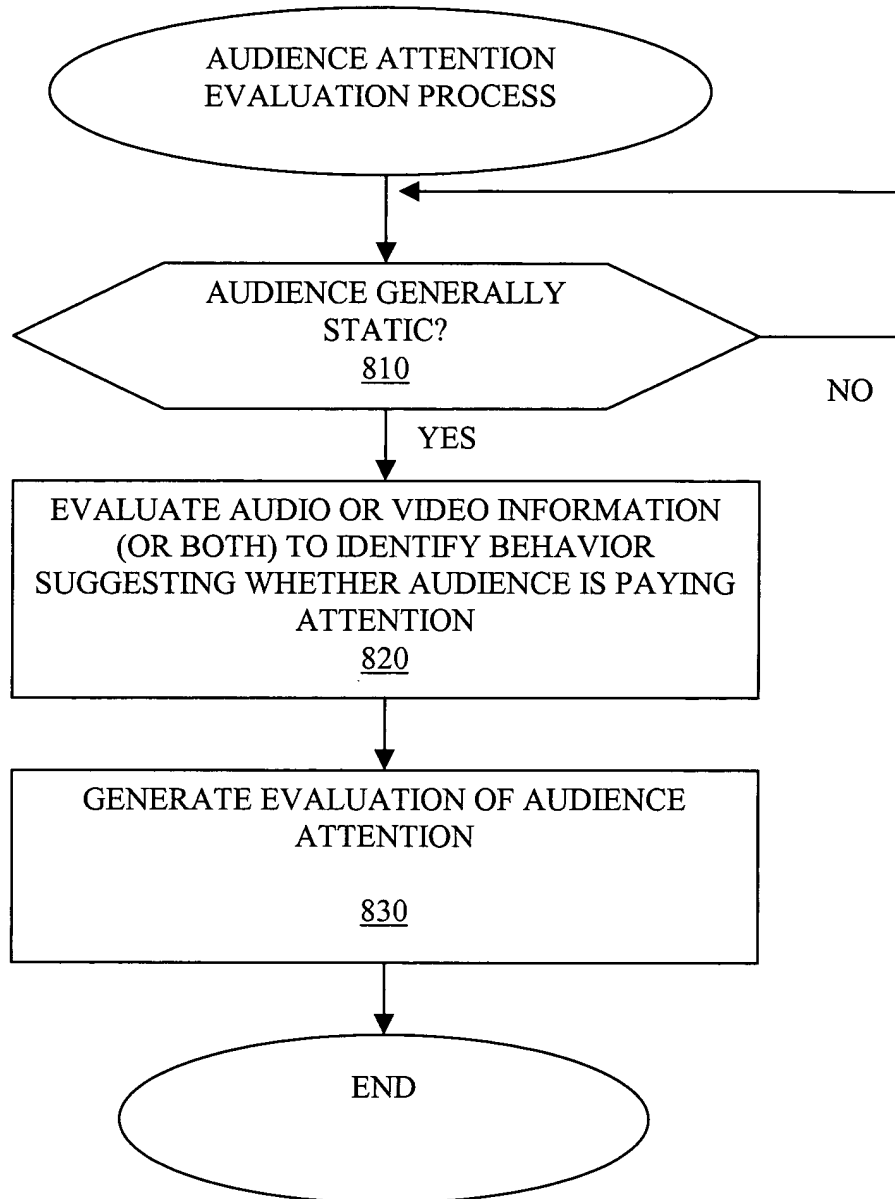
500

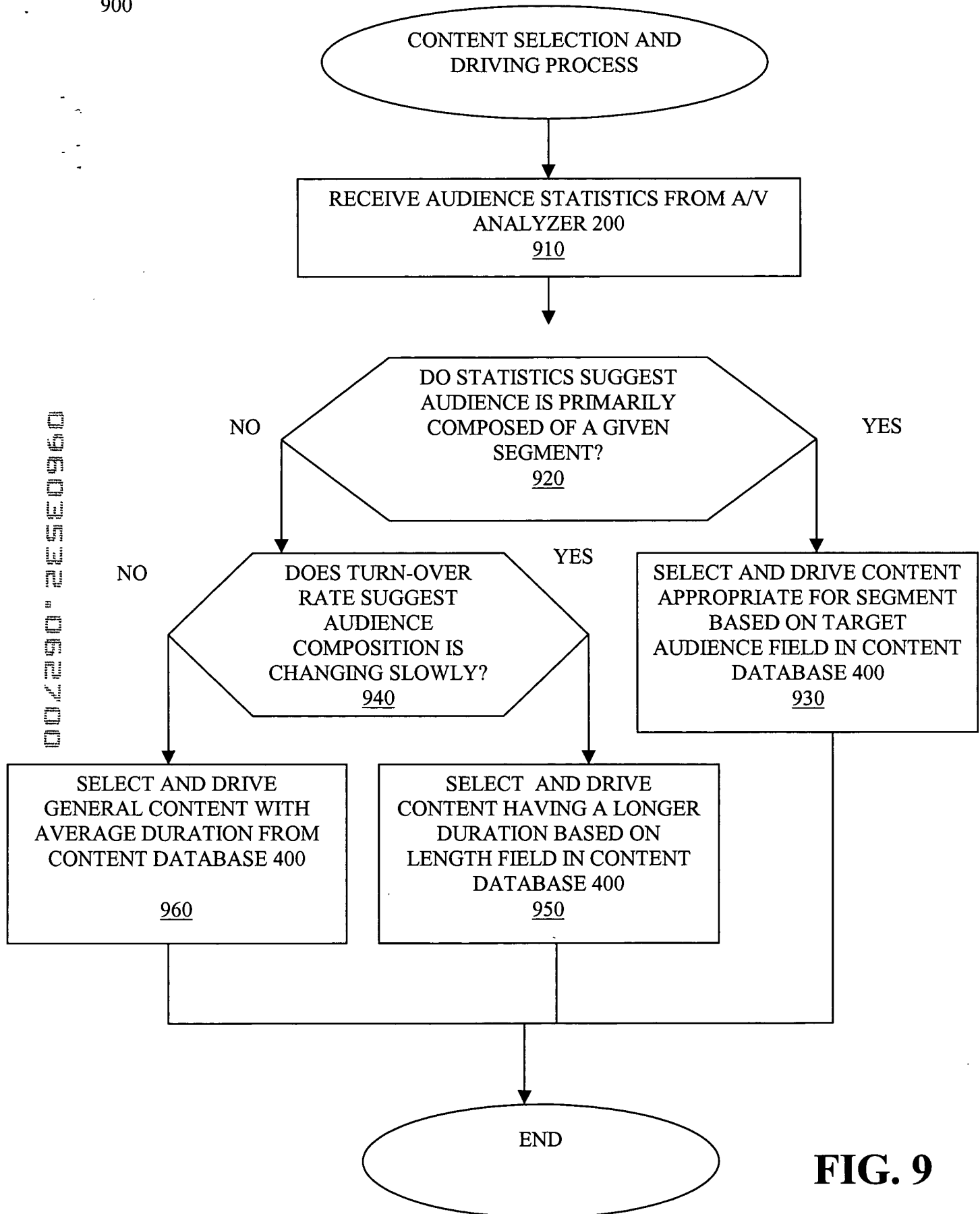


**FIG. 5**

**FIG. 6**

**FIG. 7**

**FIG. 8**





# CONTENT EVALUATION REPORT - 1000

Content: AD1

Content Provider: Canadian Tourism Board

		1051	1052	1053
		0 to T	T to 2T	2T to 3T
1005	Number of People in Audience	40		
1006	Number of People Arriving During Presentation	10		
1007	Number of People Leaving During Presentation	5		
1008	Turnover Rate			
1009	Percentage Male/Female			
1010	Percentage Adult/Children			
1011	Percentage Facing Display			
1012	Percentage Changing Facial Expression			
1013	Percentage Changing Body Posture			

**FIG. 10**

004290" 26560960